One of the Thrill Packed Ads for Your Campaign

THRILL AFTER THRILL!
HEAD-ON COLLISIONS!
RACETRACK SPILLS!
A RUNAWAY BUS!
Thrills come at you like bullets when this daredevil driver steps on the gas! No cop can catch him ...no danger can scare him...no man can stop him!
WARNER BROS. Present
"DAREDEVIL DRIVERS"
with
BEVERLY ROBERTS • DICK PURCELL
GLORIA BLONDELL • GORDON OLIVER
He'll marry her tonight...if he lives through the day!
Directed by B. REEVES EASON • Screen Play by Sherman Lowe
From an Original Story by Charles R. Condon • A First National Picture
3 Column Mat No. 301—261 Lines—45c

WARNER BROS.' CAMPAIGN PLAN

(Lead Story)

"The Daredevil Drivers" Coming to Strand Friday

Boasting of no less than fifteen automobile crack-ups in its various scenes, "The Daredevil Drivers," a Warner Bros. melodrama, will open next Friday at the Strand Theatre.

It is the story of a bitter rivalry existing between two bus companies, one of them headed by a girl, Beverly Roberts, and the other by Gordon Oliver.

According to advance notices from the producers, eleven passenger cars and four buses were smashed in the war of the roadways. The picture was directed by "Breezy" Eason—pastmaster of rapid-fire movie scenes—from a screen play by Sherman Lowe made from a story by Charles R. Condon. It has all the speed which marks Eason's work. It was he, for example, who made the "charge" of the Gallant 600 in the "Charge of the Light Brigade." Likewise, it was he who made the great chariot race scenes for the famous silent picture, "Ben Hur," a few years ago.

Leading man for Miss Roberts in "The Daredevil Drivers" is Dick Purcell, an automobile racer who comes to her rescue when he finds that her own employees, being paid by the opposition bus line, are double-crossing her.

Other well-known players in the cast include Gloria Blondell, Charley Foy, Willard Parker and Donald Briggs.

Purcell Wins Cigars

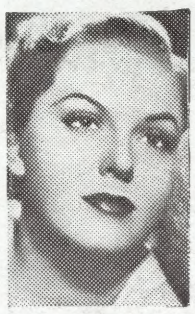
Dick Purcell has been handing out cigars to all his friends lately since he started visiting Pacific Ocean amusement parks. The star of "The Daredevil Drivers," the Warner Bros. melodrama due at Strand Friday, is a crack shot, adept at the "Test-Your-Strength" machines, a crack pitcher of baseballs — and just the kind of guy amusement proprietors don't like to play with.

The picture co-stars Purcell with lovely Beverly Roberts.

Beverly Roberts to Sing for Pictures

Beverly Roberts sang for her supper for seven years.

She entertained bored Londoners with sob ballads. At the "Noctam Bules" in Paris she delighted audiences with her husky, dramatic songs. She scored a tremendous hit as the featured songstress at the "House Of Lords" in New York. A film scout saw her, she was tested as a vocalist and a new singing star came to Warner Bros.



Mat 103—15c
Beverly Roberts

Before she realized it, she was cast as a dramatic actress, a light comedian — but never a singer.

A few weeks ago, Breezy Eason, director of her latest film "The Daredevil Drivers" happened to see her vocal test. All excited, he immediately ordered that a song be written into the picture for her.

Production on "The Daredevil Drivers" was almost completed, so Miss Roberts did not get her chance to sing in that one. But interest has been reborn in her as a singer, and it probably won't be long before Beverly Roberts is singing again.

"The Daredevil Drivers" comes to the Strand Theatre next Friday, featuring Miss Roberts, Dick Purcell, Gloria Blondell, Gordon Oliver and many others.

HUSKY SOCKS

Dick Purcell had to sock Gordon Oliver for a scene in Warner Bros.' "The Daredevil Drivers," due Friday at the Strand Theatre.

"Take that!" he said as he cracked him on the chin and Oliver fell to the floor.

"Cut!" Director Breezy Eason shouted. "Now do it again and let's see some action in that punch. Make it look real."

They did it again. This time Purcell really socked Oliver and he crumpled to the floor. Oliver sat up feeling his chin. "You wanted it real," he said "and that was stark realism."

Breezy Eason Tops As Action Director

There was no question about who would direct "The Daredevil Drivers" for Warner Bros., the melodrama that comes to the Strand Theatre next Friday.

The film involves the automobile insurance racket and necessitated many action shots of cars careening around corners, smash-ups, men flying off motorcycles and racing car sequences.

Breezy Eason is "tops" as an action director. Starting thirty years ago as director of cowboy pictures, he is responsible for many of the thrilling rides your cowboy heroes took.

When William S. Hart galloped down a mountain at break-neck speed—Breezy Eason was behind the camera, seeing that a shot would be taken that would thrill movie fans. He made Tom Mix's exciting adventures more exciting.

He drilled the charioteers in "Ben Hur" and finally produced one of the most thrilling action-spectacles of all time in the chariot race, still remembered after all these years.

"The Daredevil Drivers" co-stars Dick Purcell and Beverly Roberts for the first time.

(Advance Feature)

Dick Purcell Considered Hollywood's Best Athlete

Hollywood usually doesn't do right by its athletes. Rich food, easy living and late hours all combine to make muscles flabby and breath come in short pants.

Dick Purcell Finds Toughness an Asset

In spite of everything you hear to the contrary, there are some people in this world who spend a good part of their waking hours trying to be as tough as possible and the tougher they manage to be, the better everyone likes them. Toughness is the secret of their success and having it makes them a very nice living.

Dick Purcell is one of these people. With him being hard boiled is definitely an acquired habit. It wasn't until he started his theatrical career as a quiet, unassuming young man that he discovered that he could appear about as tough as they come.

Mat 102—15c
Dick Purcell

In talking about it the other day during the filming of "The Daredevil Drivers," the picture which comes to the Strand next Friday, he said.

"Acting's a funny racket. You'd think that everyone would want to be an Errol Flynn or a Clark Gable, but it's not so. There are plenty of actors like myself here in Hollywood who would much rather be tough than handsome. Not only is our work just as interesting, but there is also more of it. Fellows like Barton MacLane can hardly keep up with their frequent assignments."

Dick Purcell, appearing in Warner Bros.' "The Daredevil Drivers," which opens next Friday at the Strand Theatre, is an exception to the rule. A fine athlete when he hopped a train, California bound, he can still swim ten laps in a pool, play a hard game of tennis and not resemble a panting porpoise.

During his college days at Fordham, he hung up many records for his team mates to shoot at. As a member of the swimming team, he broke the intercollegiate record for the 50-yard dash, sprinting it in twenty-four and two-fifth seconds, only one-fifth of a second short of the world's record turned in by Johnny Weismuller.

He also regularly did the 100-yard dash in 10 seconds as a member of the track team. He played short-stop on semi-pro baseball teams in the east. He was star forward in the All-Hollows championship basketball team while at prep school.

He was a Class A squash player. He found time to develop a powerful tennis game and ride and jump horses skillfully.

Now that he is in Hollywood, he hasn't looked for the easiest way out, which seems to be a soft tennis set every Sunday and a dip in a pool afterwards. Although he can afford to live in a big home with gardens and such, he prefers to remain in the Hollywood Athletic Club, where he can be close to a tennis court, squash court and swimming pool.

Dick Purcell may be missing a lot of fun at parties and night clubs—but he's not going to be a Hollywood softie if he can help it and it looks like he could.

Mat 203—30c

***TOO FAST FOR COMFORT** except for Demon Dick Purcell, who drives this racing car in "The Daredevil Drivers," a picture which is scheduled for the Strand Theatre next Friday.*

(Advance)

Eleven Accidents Filmed For "Daredevil Drivers"

At the Warner Bros. studio they have just finished a road epic called "The Daredevil Drivers," which is now at the Strand. In the film, Director Breezy Eason had eleven passenger cars and four buses smashed all over the landscape. All those mishaps may sound like an ill wind to some folk, but it makes this a boom year for Johnny Dickels and Fred Hunter, ace car-smasher-uppers of the film lots.

It takes all kinds of people to make a world, as some one has pointed out, and the Messrs. Dickels and Hunter have found that their lot on earth is to make automobile accidents an art, a highly skillful art, and a highly profiitable one, too. In "The Daredevil Drivers," they did all the daredevil driving called for in the roles of Dick Purcell, Charlie Foy, Willard Parker and Gordon Oliver, the men who will be featured on screen.

A pretty job of wrecking Dickels and Hunter did. In one scene they cracked a touring sedan into a big bus head on. In another they slewed a car around a sharp curve at 70 miles an hour, pretended to lose control and rolled it over three times into a field.

They arranged a neat little crack-up of two cars side-swiping each other and turning over. In fact, they did everything except somersault their mounts on skiis for the edification of the watching movie men. Then they washed their hands and went home, without a scratch on either of them.

Both expert mathematicians, they figure out everything in advance. They say that by an application of the laws of gravitation, acceleration and angles they know just what will happen when they hit or turn something, how far they will roll, which side will be up when they halt and where their bodies will be found when the crack-up has been recorded.

Movie Ruins Clothes

According to Dick Purcell its' destructive to clothes to work in a picture with that famous stunt and action director, "Breezy" (B. Reeves) Eason. Hard-boiled Purcell complains that two takes of one "spill" filmed in Eason's Warner Bros. film, "The Daredevil Drivers," which comes next Friday to the Strand Theatre, cost him the seat of his pants each time. Dick, who plays a race driver in the picture, didn't complain about any loss of skin he may have suffered!

Business Woman

Beverly Roberts, who owned a lumber company and was female boss of a logging camp in "God's Country and the Woman," owns and runs a gangster-beset bus line in her latest Warner Bros. film, "The Daredevil Drivers," which comes to the Strand Friday.

Musical Actor

Gordon Oliver, appearing in Warner Bros.' "The Daredevil Drivers," which opens next week at the Strand Theatre, learned to play the saxophone, clarinet and banjo by correspondence school lessons—and frequently fills in with Hollywood's leading orchestras while night-clubbing.

Reads Dictionary

Beverly Roberts, now appearing in Warner Bros.' "The Daredevil Drivers," at the Strand Theatre, has writing aspirations and has started to prepare herself for future writing by a careful reading of the dictionary. She is up to "Atabal" which means a moorish tabor or kettledrum and expects to finish the book by this time next year.

(Advance)

BLONDELL NOT PLEASED WITH PRESENT NAME

To be or not to be a Blondell!

That was the problem faced by Joan Blondell's younger sister, Gloria, recently signed to a Warner Bros. contract and appearing in "The Daredevil Drivers," which opens next Friday at the Strand Theatre.

"I'd like to change my name to Timmy Scott," said Gloria, "because I like the name and don't want to trade on Joan's reputation. I fought hard for roles on Broadway and managed to make a creditable showing.

Warner Bros. had other ideas, though. They realized she didn't get her chance because of the relationship to Joan. And if there was any chance of cashing in on a famous family name, they thought they'd be silly to change it.

If Barrymore was good enough for John, Lionel and Ethel, Blondell will have to do for Joan and Gloria. And anyway, whenever people meet Gloria for the first time, they invariably say:

"Doesn't she look just like Joan Blondell's younger sister?

She does, and therefore, she is still Gloria Blondell.

"The Daredevil Drivers," which features Beverly Roberts and Dick Purcell, was directed by "Breezy" Eason.

Record Collector

Gloria Blondell, Joan's young sister, has been collecting gramaphone records for years. She has a collection numbering several thousands and has an entire room in her Hollywood home devoted to them. Collectors estimate that her early Caruso records are very valuable and hard to duplicate.

Gloria comes to the Strand Theatre Friday in "The Daredevil Drivers" with Beverly Roberts and Dick Purcell.

Perfect Specimen

Willard Parker, appearing in Warner Bros.' "The Daredevil Drivers," which opens at the Strand Theatre next week, has been chosen as the most perfectly proportioned male in Hollywood. He is 6 feet 5 inches and weighs 210 pounds.

BEVERLY ROBERTS, New York girl and Broadway singing star, who comes to the Strand Friday in her latest starring picture, "The Daredevil Drivers."

Mat 204—30c

Mat 202—30c

***A SISTER-BROTHER ACT** as Gloria Blondell, sister of the famous Joan, and Charlie Foy, brother of Director Bryan Foy, make a scene for "The Daredevil Drivers," which comes to the Strand Friday.*

(Advance)

Sister Acts Coming Back For Hollywood Film Work

Sister acts are coming back in the movies. Eight or ten years ago there were many sisters working as stars or featured players in Hollywood. In more recent years there have been very few.

But the pendulum is swinging back once more. Olivia de Havilland's sister, Joan Fontaine, is now under contract to the R.K.O. studios. Joan and Olivia are full sisters in spite of their different screen names. They have a working agreement that they will not be photographed together and so far they have stuck to that decision through all sorts of arguments.

Joan started her screen work about a year ago in "Quality Street," and has risen rapidly in importance, playing opposite Nino Martini and Fred Astaire, as a dancer in the latter picture.

A new sister team, in fact a threesome of sisters, is made up of Lola, Rosemary and Priscilla Lane. Rosemary and Priscilla both worked in the leading roles of "Varsity Show" and Lola and Rosemary are playing sister parts in "Hollywood Hotel," recently finished musical success.

The newest sister act in pictures is made up of the two Blondell girls. Joan's baby sister, Gloria, who is a ringer for the Joan that invaded Hollywood from New York five or six years ago, has just been given a long term contract by Warners and has already played leading roles in "Accidents Will Happen" and "The Daredevil Drivers," the latter being the feature that opens next Friday at the Strand Theatre.

So it seems that sisters are definitely "in" again. The days when the Talmadge sisters, the Gish sisters, the Costellos, Loretta Young and Sally Blane, Molly O'Day and Sally O'Neil, Viola Dana and Shirley Mason, worked in pictures are about to be repeated by a new generation of young women.

Purcell Real Driver

A hidden chapter in Dick Purcell's life was revealed by the need for the Warner Bros. husky hero to drive a racing car in "The Daredevil Drivers," the melodrama now at the Strand Theatre. He drove and won the annual road race at Canton, Ohio, entering it because he was broke. Posing as a professional driver, he'd never driven anything faster than a newspaper delivery truck before he took that speed buggy out for his first practice spins!

"The Daredevil Drivers" co-stars Purcell with Beverly Roberts. They are supported by such well known players as Gloria Blondell, Gordon Oliver and Charley Foy. The picture was directed by B. Reeves Eason.

Keeps Own Name

At last it's been definitely settled. Gloria Blondell, newcomer to films and the hit of Broadway's "Three Men on a Horse," and sister Joan Blondell will both retain their family names, a la Bennett sisters. Both had offered to change names for the other's sake. Gloria is now working in her second picture, "Daredevil Drivers," due to open next Friday at the Strand Theatre.

Oliver Plans Trip

Gordon Oliver planned a trip to London after completing "The Daredevil Drivers" for Warner Bros., the melodrama now at the Strand Theatre. It is rumored that a reason for this is Kay Stammers, beautiful left - handed tennis player and a companion of Oliver while she was in Hollywood.

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(Current)

STRAND STARS PORTRAY NEW HEROINE TYPE

Through the years, motion picture heroines have been portrayed in cycles, just as pictures have run in cycles.

Starting as the sickly, sweet, adoring girl, who gaped at the hero with wide, adoring eyes, the film heroine soon developed into the flapper, wild, reckless, daring.

Then, a slinky eyed foreign star caught the public's fancy — and soon Hollywood was overrun with accents and temperament.

Mat 101—15c

BEVERLY ROBERTS who is now at the Strand Theatre with Dick Purcell in their latest picture, "The Daredevil Drivers."

Another type of femme heroine to become popular is the flip, wise-cracking gal who drops gags right and left between newspaper scoops.

Warner Bros. have introduced a new type of heroine to the screen in the person of Beverly Roberts, charming star of "The Daredevil Drivers." They felt that women in real life had changed radically in recent years.

So in "God's Country and the Woman" they introduced a screen heroine in keeping with the times, so to speak. The gal was Beverly Roberts. As head man of a big lumber company, she strutted about the camp in boots, breeches and lumberjack, barked orders and ruled the place with an iron hand.

And so in "The Daredevil Drivers," Beverly Roberts again stepped into a man's job and portrayed the owner of a bus company, barking orders, hiring and firing men and being head man with Dick Purcell.

(Current)

Auto Accident for Movie Done Twice

"Crash!" An automobile hit a lamp post and a stone wall behind it. There was that sickening scrape and creak of crumpled fenders and body metal, the shivery clatter of broken glass. But it was only for a movie scene in Warner Bros. action film, "The Daredevil Drivers," now showing at the Strand Theatre.

Just a typical movie crash scene with the "double" driving the car unhurt, and everybody casual about it, except for one thing—

Something about it hadn't satisfied director "Breezy" Eason. He said: "We'll take it again." And they dragged out duplicates of the smashed car and lamp post, and smashed those. Two more cars and two more lamp posts were available if needed!

"The Daredevil Drivers" co-stars Beverly Roberts and Dick Purcell. They are supported by such well known players as Gloria Blondell, Gordon Oliver, and Charley Foy.

Strand Theatre Presents Fast Auto Drama In "The Daredevil Drivers"

STORY IN SYNOPSIS: (not for publication)—Bill Foster (Dick Purcell) is disqualified for reckless driving on a race track. Broke, he gets into a crash between a Neeley bus and a Burnell bus. His racer is ruined, so he stops at the town where the two bus lines have their headquarters to demand damages—and punch Neeley's nose! Neeley, however, turns out to be a girl, Jerry Neeley (Beverly Roberts). They quarrel—the first stage of falling in love with each other—and Jerry, hard-up financially because of her fight with the Burnell line, refuses to pay damages. Bill goes to work for Burnell. He soon learns Jerry is being double-crossed by her own trusted men, and he tries to side with her. Finally she weakens enough to go out with him, and let him kiss her. Burnell has started suit in Bill's behalf, but Bill promises Jerry to call it off. Hearing that, Burnell gets Bill out of the state on a long run, and launches the suit anyway, as on it hinges, he hopes, the decision of Jerry's bankers to cut off her credit. He returns in time to save the company.

CAST OF CHARACTERS

Jerry Neeley	Beverly Roberts
Bill Foster	Dick Purcell
Lucy Mack	Gloria Blondell
Mark Banning	Gordon Oliver
Stub Wilson	Charley Foy
Tommy Burnell	Donald Briggs
Mr. Lane	Eric Stanley
Joe Bailey	Max Hoffman, Jr.
Councilman Baker	Ferris Taylor
Mr. McAullife	Cliff Clark
Mr. Perkins	Earl Dwire
Neeley Bus Driver	William Hopper
Burnell Bus Driver	Fred Lawrence
Mr. Bounty	Anderson Lawlor
Mr. Mayfield	John Harron

PRODUCTION STAFF

Director	B. Reeves Eason
Screenplay by	Sherman Lowe
Story by	Chas. R. Condon
Photography by	Ted McCord, A.S.C.
Film Editor	Harold McLernon
Dialogue Director	John Langan
Art Director	Hugh Reticker
Gowns by	Howard Shoup
Sound by	Leslie G. Hewitt

* * *

Length — 5446 feet

Running time — 60 minutes

(Review)

Story

"The Daredevil Drivers," the film story of an intense rivalry between two bus companies had its first local showing yesterday at the Strand Theatre and proved extremely entertaining to the several audiences.

Once again Beverly Roberts has the part of a business girl. She is manager of one of the warring concerns. She did such a part splendidly in "God's Country and the Woman" in which last year, she had the role of manager of a lumber camp in the Northwest woods.

In "The Daredevil Drivers," Dick Purcell is her leading man. He is an automobile race driver whose car gets smashed up while he is on his way from one track to another. It is one of Beverly's buses that ruins his machine. He goes to her office, prepared for a battle, but is entirely disarmed when he finds that his enemy is a girl.

Investigating the accident, he finds out that she is being double-crossed by her own drivers who are secretly in the employ of the rival concern. He throws his lot in with hers, helps to keep her out of bankruptcy, and together they start the company over again on a successful basis. Romance enters, of course, and wedding bells ring out. Thrilling automobile races are an exciting feature of the story, and the entire movie is fast-paced, with many breath-taking moments that will be enjoyed by one and all.

"The Daredevil Drivers" was directed by "Breezy" Eason from a screenplay by Sherman Lowe based on a story by Charles R. Condon.

Eason is considered the best action director in the motion pictures. He started his career making westerns and for years directed such well known western stars as William S. Hart and Tom Mix.

He is probably best known for his direction of the chariot race in the silent picture "Ben Hur" which is one of the screen's classics. More recently he staged and directed the thrilling 'charge of the six hundred' for the Warner Bros.' production, "The Charge of the Light Brigade."

Other notables in the cast include Gloria Blondell, the sister of Joan Blondell, who is making her movie debut after a successful stage career, Gordon Oliver, up-and-coming young screen villain, Charley Foy, Willard Parker and other well known film players.

ROMANCE SPEEDS ALONG for Beverly Roberts and Dick Purcell, who head the cast of the stirring drama of the speedways, "The Daredevil Drivers," now showing at the Strand.

Mat 201—30c

(Opening Day Story)

DICK PURCELL AT STRAND IN THRILL MOVIE

With Beverly Roberts once again enacting the part of the business woman — this time as head of a passenger bus company — a Warner Bros. melodrama called "The Daredevil Drivers" dealing with the warfare between her outfit and a rival concern, will be the feature attraction today at the Strand Theatre.

Automobiles are wrecked right and left in this movie, no less than fifteen altogether, four buses and eleven passenger cars are being sent to the junk heap as a result of the many crack-ups engineered by the villains of the piece. The speedy story tells of the rivalry between two bus companies. Many lives are endangered and some lost due to the underhanded ruthless tactics of one of the rivals, until an honest two-fisted racing driver enters the situation and helps to put an end to the foul play.

Dick Purcell, handsome young leading man carries the romantic interest with Miss Roberts. Other well-known players in the cast are Gloria Blondell, Gordon Oliver, Charley Foy, Willard Parker and Donald Briggs.

Mat 104—15c

DICK PURCELL, the two-fisted star from Warner Bros., who is now at the Strand Theatre in "The Daredevil Drivers."

(Current)

Charley Foy Brings Comedy to Strand

Charley Foy used to be one of the Seven Little Foys who worked with his father, Eddie Foy, famous vaudeville comedian. That's where he learned to be funny.

When vaudeville blew up, Charley Foy turned to being funny in pictures. He's appearing now in "The Daredevil Drivers," a Warner Bros. melodrama at the Strand Theatre.

Even when he filled out his biographical questionaire, he managed to be funny. Asked to whom he credited his first screen opportunity, he answered "the depression." His present ambition was to be "Charley Foy." His suppressed desire was "to look like Robert Taylor."

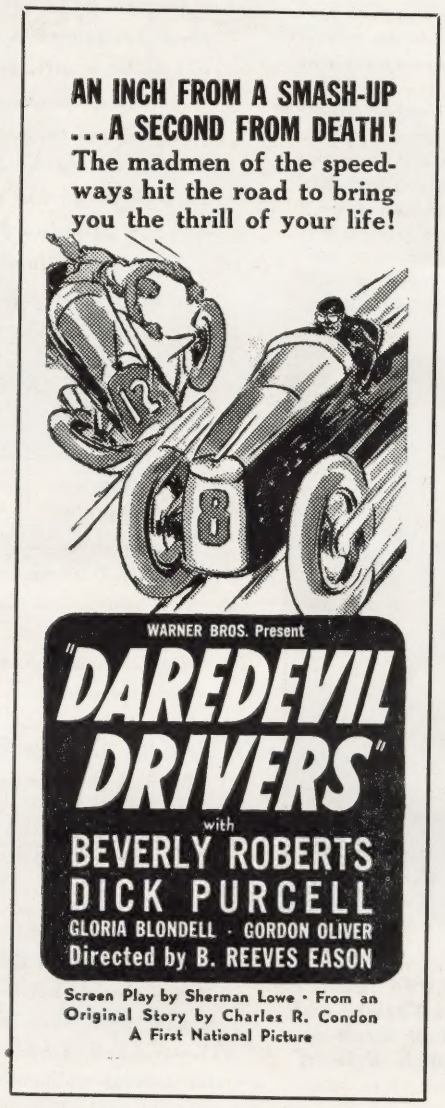
"What do you do to protect your good looks?" — was answered by "plastic surgery." His favorite reading is "Anthony Adverse," Walter Winchell and the racing form. According to Charley his favorite hobby is "midgets," the thing he collects most is "bills," his best friends are "Charley Foy" and his good luck charm is a contract.

The picture stars Beverly Roberts and Dick Purcell. Also in the cast are such well known actors as Gloria Blondell, Gordon Oliver, and Charley Foy.

ADVERTISING

NO DANGER CAN STOP HIM...
NO WOMAN DARE LOVE HIM!
When he's lucky he beats death by an inch... when he isn't, he gives you the thrill of your life!
WARNER BROS. Present
"DAREDEVIL DRIVERS"
with
BEVERLY ROBERTS
DICK PURCELL
GLORIA BLONDELL · GORDON OLIVER
Directed by B. REEVES EASON
He'll marry her tonight... if he lives through the day!
Screen Play by Sherman Lowe · From an Original Story by Charles E. Condon · A First Nat'l Picture

174 lines—Mat 208—30c


AN INCH FROM A SMASH-UP ...A SECOND FROM DEATH!
The madmen of the speedways hit the road to bring you the thrill of your life!
WARNER BROS. Present
"DAREDEVIL DRIVERS"
with
BEVERLY ROBERTS
DICK PURCELL
GLORIA BLONDELL · GORDON OLIVER
Directed by B. REEVES EASON
Screen Play by Sherman Lowe · From an Original Story by Charles R. Condon
A First National Picture

70 lines—Mat 107—15c

SHE'LL BE A BRIDE TONIGHT IF HE'S STILL ALIVE!
He faces death each speeding second as he races for glory at the risk of his neck.
WARNER BROS. Present
"DAREDEVIL DRIVERS"
with
BEVERLY ROBERTS
DICK PURCELL
GLORIA BLONDELL · GORDON OLIVER
Directed by B. REEVES EASON
Screen Play by Sherman Lowe · From an Original Story by Charles E. Condon · A First Nat'l Picture

120 lines—Mat 207—30c

LIFT THIS PAGE FOR ADDITIONAL ADVERTISING

MADMEN OF THE RACE TRACKS TURNED LOOSE ON THE OPEN ROAD!
You'll find thrills with the throttle down as a beautiful girl takes a hand in a game men found too dangerous!
"DAREDEVIL DRIVERS"
Presented by WARNER BROS
with
BEVERLY ROBERTS
DICK PURCELL
Gloria Blondell • Gordon Oliver
Directed by B. REEVES EASON • Screen Play by Sherman Lowe
From an Original Story by Charles R. Condon • A First National Picture

73 lines—Mat 110—15c

DANGER AHEAD!
LOOK OUT FOR COLLISIONS, SMASH-UPS, THRILL AFTER THRILL!
When this daredevil driver roars onto the open road thrills come as fast as he drives...and that's the limit!
WARNER BROS. Present
"DAREDEVIL DRIVERS"
with
BEVERLY ROBERTS
DICK PURCELL
GLORIA BLONDELL • GORDON OLIVER • Directed by B. REEVES EASON • Screen Play by Sherman Lowe • From an Original Story by Charles R. Condon • A First National Picture

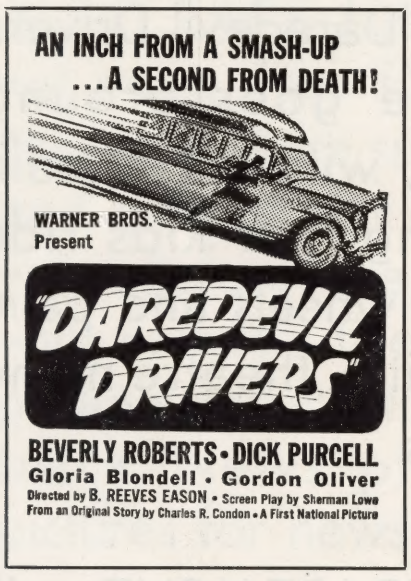
150 lines—Mat 206—30c

ACTION WITH THE BRAKES OFF! . . . THRILLS WITH THE THROTTLE DOWN!
WARNER BROS. Present
"DAREDEVIL DRIVERS"
with
BEVERLY ROBERTS
DICK PURCELL
GLORIA BLONDELL • GORDON OLIVER
Directed by B. REEVES EASON
Screen Play by Sherman Lowe • From an Original Story by Charles R. Condon • A First Nat'l Picture

57 lines—Mat 106—15c

DANGER AHEAD!
LOOK OUT FOR COLLISIONS. SMASH-UPS, THRILLS!
"DAREDEVIL DRIVERS"
Presented by WARNER BROS.
with BEVERLY ROBERTS • DICK PURCELL
GLORIA BLONDELL • GORDON OLIVER • Directed by B. REEVES EASON
Screen Play by Sherman Lowe • From an Original Story by Charles R. Condon • A First Nat'l Picture

66 lines—Mat 205—30c


AN INCH FROM A SMASH-UP
...A SECOND FROM DEATH!
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BEVERLY ROBERTS • DICK PURCELL
Gloria Blondell • Gordon Oliver
Directed by B. REEVES EASON • Screen Play by Sherman Lowe
From an Original Story by Charles R. Condon • A First National Picture

36 lines—Mat 109—15c

He loves danger!
She's dangerous
to love!
WARNER BROS. Present
"DAREDEVIL DRIVERS"
BEVERLY ROBERTS • DICK PURCELL
Gloria Blondell • Gordon Oliver
Directed by B. REEVES EASON • Screen Play by Sherman Lowe
From an Original Story by Charles R. Condon • A First National Picture

46 lines—Mat 105—15c

THRILL AFTER THRILL!
"DAREDEVIL DRIVERS"
Presented by WARNER BROS.
BEVERLY ROBERTS • DICK PURCELL
Gloria Blondell • Gordon Oliver
Directed by B. REEVES EASON • Screen Play by Sherman Lowe
From an Original Story by Charles R. Condon • A First National Picture

23 lines—Mat 108—15c

NO DANGER CAN STOP HIM...NO WOMAN DARES MARRY HIM!
Presented by
WARNER BROS
with
BEVERLY ROBERTS
DICK PURCELL
"DAREDEVIL DRIVERS"
GLORIA BLONDELL • GORDON OLIVER • Directed by B. REEVES EASON • Screen Play by Sherman Lowe • From an Original Story by Charles R. Condon • A First National Picture

72 lines—Mat 209—30c

VITAPHONE SHORTS

"MALAYAN JUNGLES"—An outstanding pictorialization, showing how Malacca canes are made, Indian architecture, pigmies exhibiting skill at shooting arrows.

(Color-tour Adventures—11 minutes—No. 3507)

CARTOON IN TECHNICOLOR—"My Little Buckaroo"—A neat story, swell color and hilarious gags make this one of the best of the series.

(Merrie Melodies—7 minutes—No. 3407)

RADIO RAMBLERS—"Alibi Time"—Famous Radio Ramblers imitate Bing Crosby, Clyde McCoy, and Amos and Andy. Cast includes Joe Downing, Edith Roarke, Morgan Conway, and Cliff Heckinger.

(Vitaphone Variety—11 minutes—No. 3906)

MUSICAL COMEDY—"Little Me"—All-star musical with Wini Shaw, Janet Dempsey, Janet Fox, Wyrley Birch, Gil Lamb, Robert Norton, Phil Ober, and the Three Bo Brummels.

(Broadway Brevities—20 minutes—No. 3010)

"BENNY MEROFF AND ORCH."—Swing band known from coast to coast for hot rhythm and unusual novelties. Features by Jackie Marshall and Florence Gast.

(Melody Masters—11 minutes—No. 3707)

"PICTORIAL REVUE"—How to play billiards described by Clem McCarthy; also color sequence on lithography and other interesting subjects.

(Vitaphone Pictorial Revues—10 minutes—No. 3807)

OFFICIAL BILLING

WARNER BROS.	40%
Pictures, Inc., present	5%
THE DAREDEVIL DRIVERS	100%
with	
BEVERLY ROBERTS — DICK PURCELL	40%
GLORIA BLONDELL — GORDON OLIVER	15%
•	
Directed by B. Reeves Eason	20%
•	
Screen Play by Sherman Lowe	3%
From an Original Story by Charles R. Condon	1½%
•	
A First National Picture	10%

GIANT AUTO CUT-OUT on marquee; figure of Dick Purcell at wheel, Beverly Roberts next to him. Wheels of car are decorated with colored bulbs, and revolve. Copy: "No danger can stop him—no woman dare love him. He's one of 'The Daredevil Drivers'—Coming Friday."

"SAFETY WEEK" can be arranged in cooperation with your town's Safety Council. Posters at vantage points: "Don't be a 'Daredevil Driver'. 40,000 (get actual figures) people were killed in this state last year as a result of reckless driving."

CIVIC CLUBS, Boy Scout Groups, and similar organizations can be enlisted in reporting 'Daredevil Drivers' to police authorities. Post notices and stills on club bulletin boards plugging your showing.

SAFETY QUIZ can be given in lobby consisting of such questions as: "What should you do when you hear a police car or ambulance approaching your car?"; New tires should be used on the .... wheels, old ones are safest on the .... wheels.", etc.

TRAFFIC SCHOOLS have special 'safe-driving' classes; many cities have high schools giving similar courses. Invite members of these classes to a screening.

SOAP BOX DERBY for kids, to be called the "Daredevil Drivers Derby." Race goes around theatre block, with only qualifications being that kids ride something on wheels and paint on picture's title, theatre name and playdates.

TRAFFIC DEPARTMENT will cooperate in any move to improve traffic conditions. Get permission to attach cards to traffic standards on busy streets. Copy: "Accidents and smash-ups are caused by 'Daredevil Drivers' (see them at the Strand). Obey all traffic laws."

"POLICE CAR" goes 'round town with man spieling through loudspeaker: "Calling all cars—Be on the lookout for 'The Daredevil Drivers'—at the Strand Theatre." Include talk on "careful driving."

WRECKED CAR from local junk yard is parked on main street. Copy: "This is what happens to 'The Daredevil Drivers'." Car is covered with stills, cut-outs, banners and selling copy.

NEWSPAPER TEARSHEET display of descriptions of various auto races, such as the Indianapolis Memorial Day Race, Vanderbilt Cup Race. Surround with stills and copy from picture.

AUTO RACE—Limited to cars of not more than $50 value. Cars line up at place suitable for race, and auto dealer estimates their value. Before race, cars bannered with picture's title and playdate parade through town on way to track. News photogs 'snap' pictures for newspaper 'breaks.'

MINIATURE SPEEDWAY in lobby with toy autos and drivers, running electrically or by means of clock springs. Show some overturned. Selling line: "Action with the breaks off! Thrills with the throttle down. See 'The Daredevil Drivers' at the Strand."

AUTO DEALER CO-OP to announce the arrival of a new model. Selling line: "A car made not for 'The Daredevil Drivers'—but for those who want a car which runs smoothly and easily in the heaviest traffic." Supply dealer with stills and cut-outs for window display.

REVOLVING TIRE displayed in front of auto accessory store. Passersby guess how long it will turn. First ten handing in closest answers receive complimentary tickets to your showing.

TOY SHOP can display model racers together with 'racing stills' from picture (HP3, 31, 49, 53). Sell them the idea of running special sale on kids' racers molded after one in picture.

SAFETY PLEDGES can be distributed by local auto club safety organization. Drivers sign pledge which reads: "I promise not to be a 'Daredevil Driver'." Each driver pledging himself to safety receives a windshield sticker for his car which carries name of theatre and playdate.

"TIN LIZZIE" is driven through town by gent dressed in racing togs. Car makes noise and stops every few feet. While man examines motor, girl hands out heralds. Copy: "If you're looking for smash entertainment at mile-a-minute speed, see 'The Daredevil Drivers' at the Strand."

CAREFUL DRIVERS are spotted by gent in car who takes down their license numbers. Numbers are posted in lobby. People identifying numbers as theirs receive free tickets to your show. Handle as a co-op promotion with your local auto dealer.

CARDS IN TAXIS carry this copy: "Don't take chances. Ride in an Orange cab. Our operators are not 'Daredevil Drivers.' They are concerned with your safety and comfort at all times."

PICTURE NEWS FLASH—Front cover good for front page of tabloid, window cards, tack cards, street posters.

NON-RENTAL ITEMS

6″ x 9″ HERALD

AN INCH FROM A SMASH-UP..... A SECOND FROM DEATH!
The madmen of the race tracks turned loose on the open road bring you action with the brakes off . . . thrills with the throttle down!
DEVIL DRIVERS
The DARED
with
BEVERLY ROBERTS · DICK PURCELL
GLORIA BLONDELL · GORDON OLIVER · Directed by B. REEVES EASON
SCREEN PLAY BY SHERMAN LOWE From an Original Story by Charles R. Condon
A FIRST NATIONAL PICTURE
Printed in U.S.A.

PRICES: $1.75 per M — 5M and over ✦ $2.00 per M — Less than 5M

THEATRE IMPRINT

At left, Midget window card, 4c each; at right, Regular window card, 1 to 49, 7c each; 50 to 99, 6c each; 100 and over, 5½c each; below: Slide, 15c each.

Also available for "The Daredevil Divers" is 11" x 14" Color Glos Autographed Star Portrait of Beverly Roberts. Prices: 1 to 9, 35c each; 10 to 24, 30c each; 25 and over, 20c each.

THEATRE IMPRINT

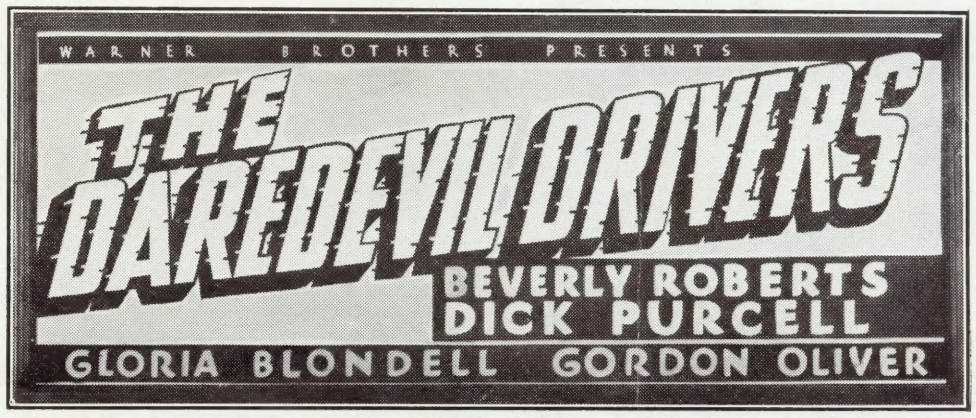
LOBBY DISPLAYS

Take advantage of our wide range of display accessories.

Drop us a postcard today. Let us tell you how your theatre can have these displays at a reasonable weekly rental fee.

Write directly to:

AMERICAN DISPLAY COMPANY, Inc.
525 WEST 43rd STREET NEW YORK CITY



24" x 60"
(also available in size 24" x 82")

RENT THESE ACCESSORIES

SPECIAL
QUANTITY
PRICES
(For Posting or Sniping)

ONE-SHEETS

50 to 99 . . . . . 11c each
100 & over . . . . . 9c each

THREE-SHEETS

50 to 99 . . . . . 32c each
100 & over . . . . . 28c each

SIX-SHEETS

25 to 49 . . . . . 80c each
50 to 99 . . . . . 70c each
100 & over . . . . . 60c each

THREE SHEET
Rental
24c each

INSERT CARD
Rental: 12c each

SIX SHEET
Rental
48c each

ONE SHEET
Rental
8c each

COLORED 22 x 28's
Rental: 20c each

COLORED 11 x 14's
SET OF 8
Rental: 35c

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